

## CLAIM AMENDMENTS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. – 9. (Cancelled)

10. (Currently Amended) A method, comprising:

receiving at a client, content descriptors, which describe pieces of content available for future broadcast from a server;

generating demand data at the client indicating the relative desirability of the pieces of content described by the content descriptors; and

sending demand data feedback from the client to the server after ~~the demand data related to~~ a predetermined amount of pieces of content has been utilized since the last time demand data feedback was sent to the server and the demand data related to the utilized pieces of content has been ~~[[is]]~~ generated, the demand data feedback to indicate the relative desirability of the pieces of content available for future broadcast.

11. (Previously Presented) The method of claim 10 wherein the generation of the demand data comprises consuming previews of the pieces of content locally stored by the client, the generation of demand data responsive to the previews of the pieces of content that are consumed.

12. (Previously Presented) The method of claim 10 wherein the generation of demand data related to the pieces of content described by the content descriptors comprises receiving explicit user input regarding specific pieces of content.

13. (Previously Presented) The method of claim 10 wherein the sending of the demand data feedback to the server comprises sending demand data to the server after demand data related to a first predetermined number of pieces of content have been generated.

14. (Previously Presented) The method of claim 10 wherein the generation of the demand data related to the pieces of content comprises ranking the pieces of content.

15. (Previously Presented) The method of claim 10 wherein the generation of the demand data related to the pieces of content comprises rating the pieces of content.

16. - 31. (Cancelled)

32. (Currently Amended) An article of manufacture, comprising:  
a machine-readable medium having instructions stored thereon, which if executed on a client perform operations including:

receiving content descriptors, which describe content available for future broadcast from a server;

generating demand data indicating the relative desirability of the content described by the content descriptors; and

sending demand data feedback to the server after ~~the demand data related to a predetermined amount of content~~ has been utilized since the last time demand data feedback was sent to the server and the demand data related to the utilized pieces of content has been generated, the demand data feedback to indicate the relative desirability of the content available for future broadcast.

33. (Previously Presented) The article of manufacture of claim 32 wherein the machine-readable medium further has instructions to consume a preview of the content described by the content descriptors, the preview being locally stored, the demand data generated in response to the preview of content that is consumed.

34. (Previously Presented) The article of manufacture of claim 32 wherein the machine-readable medium further has instructions to receive explicit user input regarding specific pieces of content, the demand data generated in response to the explicit user input.

35. (Previously Presented) The article of manufacture of claim 32 wherein the demand data is generated related to the first amount of content after demand data has been generated in connection with a first number of pieces of content.

36. (Previously Presented) The article of manufacture of claim 32 wherein generating the demand data related to the content comprises ranking the content.

37. (Previously Presented) The article of manufacture of claim 32 wherein generating the demand data related to the content comprises rating the content.

38. - 52. (Cancelled)

53. (Currently Amended) An apparatus, comprising  
a processor having circuitry to execute instructions;  
a communications interface coupled to the processor, the communications interface coupled to receive communications from a server;  
a storage device coupled to the processor, having instructions stored therein,  
which when executed cause the apparatus to:  
    receive content descriptors, which describe pieces of content available for future transmission from a server;  
    rank or rate the pieces of content described by the content descriptors to generate demand data indicating the relative desirability of the pieces of content available for future transmission from the server; and  
    send demand data feedback to the server after ~~the demand data related to~~ a predetermined amount of the pieces of content has been utilized since the last time demand data feedback was sent to the server and the demand data related to the utilized pieces of content has been generated.

54. (Previously Presented) The apparatus of claim 53 wherein the apparatus is further caused to consume at least a portion of the pieces of content locally stored, the

demand data generated in response to the portion of the pieces of content that is consumed.

55. (Original) The apparatus of claim 53 wherein the apparatus is further caused to receive explicit user input regarding specific pieces of content, the demand data generated in response to the explicit user input.

56. (Previously Presented) The apparatus of claim 53 wherein the demand data related to the predetermined amount of pieces of content is generated after demand data has been generated in connection with a predetermined number of pieces of content.

57. - 76. (Cancelled)

77. (Currently Amended) A system, comprising:  
a server; and  
one or more clients coupled to the server,  
wherein the server is coupled to broadcast content descriptors, which describe pieces of content available for future transmission to the one or more clients,  
wherein the one or more clients are each coupled to generate demand data indicating the relative desirability of the pieces of content described by the content descriptors,  
wherein the one or more clients are each coupled to send demand data feedback to the server after ~~the demand data is generated related to~~ a predetermined amount of pieces of content has been utilized since the last time demand data feedback was sent to the server and the demand data related to the utilized pieces of content has been generated on each respective one of the clients, the demand data feedback to indicate the relative desirability of the pieces of content available for future transmission.

78. (Previously Presented) The system of claim 77 wherein each of the one or more clients are each coupled to consume previews of the pieces of content locally

stored, the generation of demand data on each client responsive to the previews of the pieces of content that is consumed.

79. (Original) The system of claim 77 wherein each of the one or more clients are each coupled to receive explicit user input regarding specific pieces of content when generating the demand data.

80. - 85. (Cancelled)